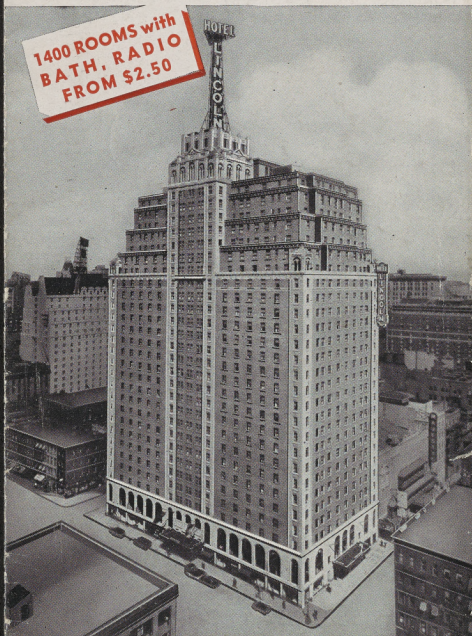


Hotel LINCOLN

NEW YORK'S 4 STAR HOTEL

1400 ROOMS with
BATH, RADIO
FROM \$2.50



44TH TO 45TH STREETS
AT 8TH AVE. • NEW YORK
Telephone LACKawanna 4-1400

Enjoy a 4 STAR HOTEL in New York



for BUSINESS

★ Convenient to all Business Activity

One block to Times Square. Three blocks to Fifth Avenue. Eight minutes to Wall Street. Underground passageway to all subway lines. Five minutes to Grand Central Terminal. Two minutes to Pennsylvania Station Motor Coaches for B. & O. R.R. stop at door. Four short blocks to the new elevated express highway for the most direct automobile routes to the Holland Tunnel, George Washington Bridge and all arterial highways (see map).



for DINING

★ Three fine restaurants to choose from

BLUE ROOM

Breakfast from 40c, Luncheon from 75c, Dinner from \$1.00. No cover charge at dinner. Supper cover 50c, except Saturdays, holiday eves., then \$1.00. Air cooled in the summer.

THE TAVERN GRILL and BAR

Breakfast from 35c, Luncheon from 65c, Dinner from 85c. 45-foot bar open till 2 A.M. Air cooled in the summer.

THE COFFEE SHOP and CAFETERIA

Breakfast from 20c, Luncheon and Dinner from 35c. Air cooled in the summer.

Also a la carte service in all restaurants.



for RECREATION

★ Sixty-nine fine Theatres within six blocks

You can avoid traffic congestion and save taxi fare by walking to any of these theatres. Only four short blocks to Madison Square Garden. Direct entrance from hotel to the new 8th Avenue Express Subway, which is the quickest way to the Polo Grounds, Yankee Stadium and Baker Field, where the leading baseball and football games are played.



for QUIET SLEEP

★ High above the noisy clatter of the street

Our 32 stories of fresh air and sunshine soaring high above its neighbors afford you quiet rest at all hours. 1400 large outside rooms—each with bath (tub and shower), servidor and cabinet radio. Full size beds with Simmons Beautyrest springs and mattresses assure you of comfort and restful slumber. Our servidors permit the placing of suits, laundry, etc., into your room without disturbance to you.



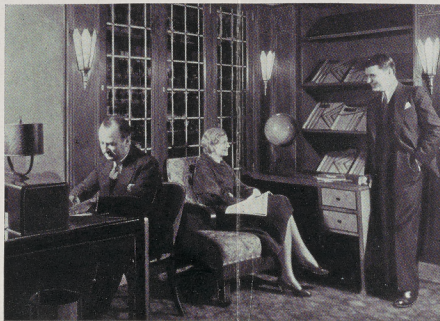
★ *At top*—CHEERFULLY APPOINTED PARLORS—in our suites with one, two or more bedrooms.

★ *Center*—ALL ROOMS ARE OUTSIDE and have private bath (tub and shower), Simmons Beautyrest mattresses and cabinet radio.



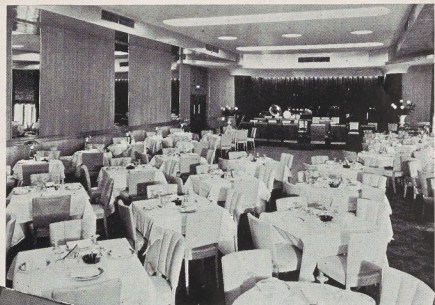
★ *Above*—SPACIOUS LOBBY—an ideal place to meet your friends, and very convenient . . . underground passageway to all subways . . . one block from Times Square . . . 3 blocks from 5th Avenue . . . 8 minutes from Wall Street.

★ *At left*—SERVIDORS IN EVERY ROOM—allow the passage of suits, laundry and packages in and out of your room without disturbance.



★ *At left*—ATTRACTIVE LOUNGE AND WRITING ROOM—where you can write your friends or relax in a large comfortable chair.

★ *At right*—COFFEE SHOP AND CAFETERIA—where you can enjoy good food at very moderate prices—self-service and table service—air-cooled in summer.

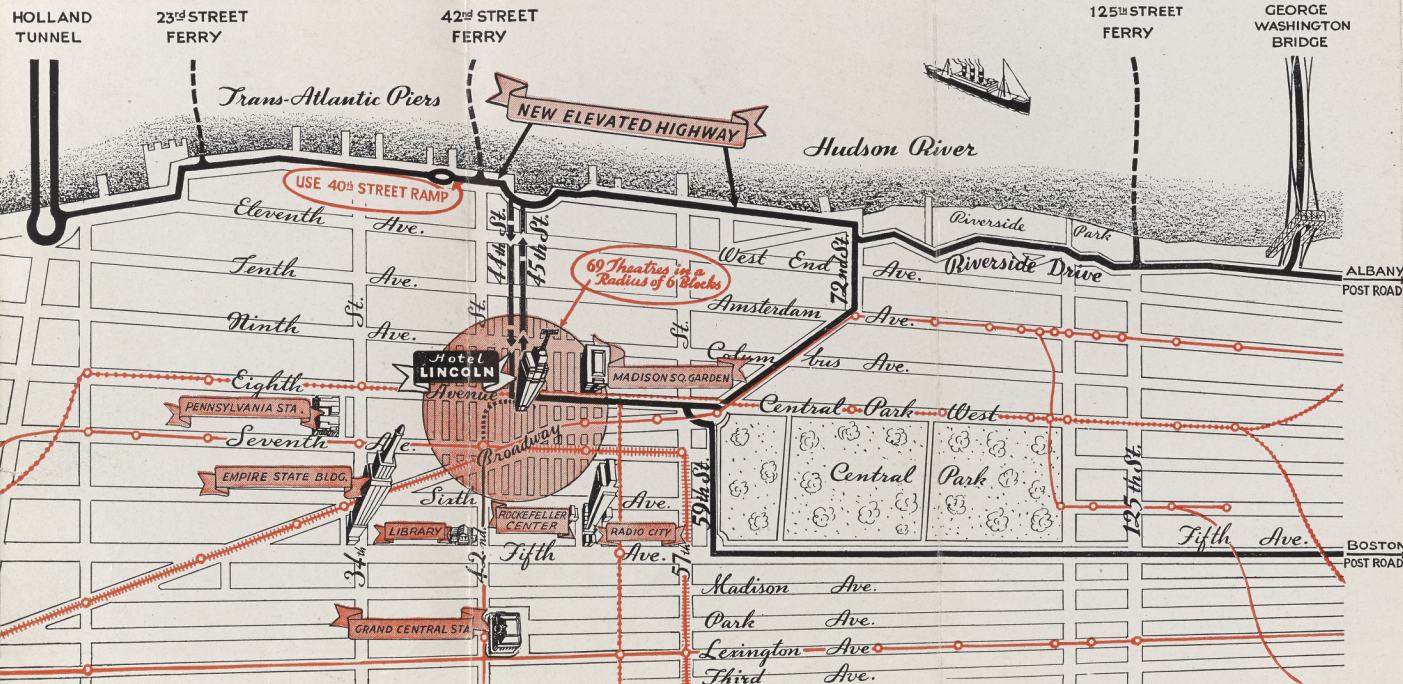


★ *At top*—BLUE ROOM—for dining and dancing to music by nationally known orchestras. Air-cooled in summer.

★ *Center*—POPULAR TAVERN GRILL WITH 45-FOOT BAR—Everything from a sandwich to a full course meal—Air-cooled in summer.



The LINCOLN... convenient to everything worthwhile in New York



EXPLANATION OF MAP

★ Times Square and Broadway, "The Great White Way," are just 1 block from The Lincoln.

★ There are 69 fine theatres within the circle (6 blocks) all within easy walking distance thus saving you traffic congestion and taxi fare.

★ The famous sports center, Madison Square Garden, is only 4 short blocks from The Lincoln. Here the leading hockey games, boxing bouts, wrestling matches, and track meets are held.

★ Rockefeller Center, New York City's newest business center, including Radio City, is but 6 short blocks away.

★ New York City Free Public Library, one of the largest and finest in the country is five blocks away.

★ Pennsylvania Railroad Station is the first express stop on the new 8th Avenue Subway and can be reached without putting a foot out-of-doors at either end.

★ Grand Central Terminal is only five blocks away. It can be reached by an underground passage from The Lincoln to the shuttle subway which stops in the Terminal.

★ Empire State Building, the world's tallest building, can be reached by one stop on the Broadway Subway and a one block walk.

★ Coaches for B. & O. R.R. stop at our door.

DIRECT AUTOMOBILE ROUTES
TO AND FROM HOTEL LINCOLN

UNDERGROUND PASSAGEWAY
FROM TIMES SQUARE TO HOTEL LINCOLN

I.R.T. SUBWAY
B.M.T. SUBWAY
8th AVE. SUBWAY



1400 large outside rooms

each with private bath and shower,
full size cabinet radio and servidor.

- ★ **Single from \$2.50**
- ★ **Double from \$3.50**
- ★ **With Twin Beds . from \$4.00**

Special rates for longer periods.

ON THE LOBBY FLOOR . . . chiroprapist, cigar stand, dentist, notary public, Postal Telegraph, public stenographer, theatre tickets, travel service, Western Union.

ON THE ARCADE FLOOR . . . barber shop, dress shop, druggist, florist, haberdasher, hat shop, jewelry shop, lingerie shop, luggage shop, millinery shop.

ON THE MEZZANINE . . . beauty shop and hair-dressing parlor, boot black.

Complete facilities for business and social functions including teas, bridge parties, dinner dances, supper dances, banquets and meetings of all sizes.

FRANK W. KRIDEL, Managing Director

JOHN T. WEST, Manager



LEADING THEATRES ON OR NEAR BROADWAY

Ambassador	George M. Cohan	Metropolitan
Astor	Globe	Opera House
Avon	Golden	Morosco
Booth	Guild	Music Box
Broadhurst	Henry Miller	New Amsterdam
Cameo	Hollywood	Palace
Capitol	Hudson	Paramount
Center	Imperial	Playhouse
Cort	Little	Plymouth
Criterion	Little Carnegie	Rialto
Empire	Loew's State	Ritz
Ethel Barrymore	Longacre	Rivoli
Forrest	Lyceum	Roxy
Forty-Fourth St.	Majestic	Shubert
Forty-Sixth St.	Martin Beck	Strand
Forty-Eighth St.	Masque	Vanderbilt
Forty-Ninth Street	Maxine Elliott	Winter Garden
Fulton	Mayfair	

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